

## **Exhibit H**

# CMS Account Team Kickoff Meeting

Monday, February 10, 2003

10:00 AM – 4:00PM

Conference Room – Rollins Auditorium 1<sup>st</sup> Floor

----- Proposed Agenda -----		
10:00 AM	Welcome	M. McCourt
10:10 AM	Introductions	C. Maglich
10:20 AM	Goals, Objectives and Responsibilities	C. Maglich
10:35 AM	Overview of the Medicare Market	B. Freeman
10:50 AM	Break	
11:00 AM	Interacting with CMS: "Do's and Don'ts"	Bob Shaughnessy
11:20 AM	Medicare Endorsed Discount Drug Card	C. Maglich
11:35 AM	Working Lunch 107 <sup>th</sup> Congress Medicare Rx Drug Legislation Pharma/Bio Individual Reaction SOU Analysis – 108 <sup>th</sup> Congress: What's Next?	S. McMillan
12:35 PM	CBO Budgeting Process Impact on CMS Decision Making Process, Rules & Regs (1hr)	D. Mendelson
1:30 PM	CMS: Central Operations CMS Relationship To Carriers CMS Relationship To Congress	B. Wren
2:30 P.M.	How to Work Well With CMS	G. Whitelaw
3:30 P.M.	Together Rx Card Overview	S. Dougherty
3:45 PM	Brainstorming and Team Remits (What Next?)	C. Maglich
4:30 P.M.	Adjourn	

## CMS Account Team Kickoff Meeting Attendees

### ASTRAZENECA ATTENDEES W/ TITLES

Michael Abens	TA Managed Care Strategy Manager
Jeff Alverson	Director Contract Strategy
Jim Brady	Sr Director Managed Care Finance
Miguel Cotto	Sr Medical Information Scientist
Todd Coyne	Area Sales Director Managed Care
Chip Davis	Sr Director State Government Affairs
Deni Deasey	Director Strategic Planning & Bus Development
Joe deSimone	Contract Manager, Emerging Markets
Sean Dougherty	Director Drug Assistance Program
Nancy Featherstone	Marketing Director Managed Care
John Freeberry	Pricing Strategy Director
Bob Freeman	Sr Director, Public Policy
Nick Harsh	National Sales Director Managed Care
Charles Joseph	PBM Segment Sales Director
Carrie Maglich	CMS Team Leader
Marion McCourt	VP Managed Care
Ken McDonough	Medical Director Managed Care
Steve McMillan	Sr Manager, Federal Government Affairs
Karen Miller	Director Allied Development
Ed Robinson	Sr Business Lead, State & Government
Kimberly Robinson	Managed Care Field Promotions Director
Esther Selvaggi	Sr Contract Operations Manager
Bob Shaughnessy	Sr Counsel
Rick Skelly	Managed Care Promotions Director
Nancy Wilkinson	Contract Strategy & Operations Director

### CONSULTANT ATTENDEES W/ TITLES

#### Dan Mendelson

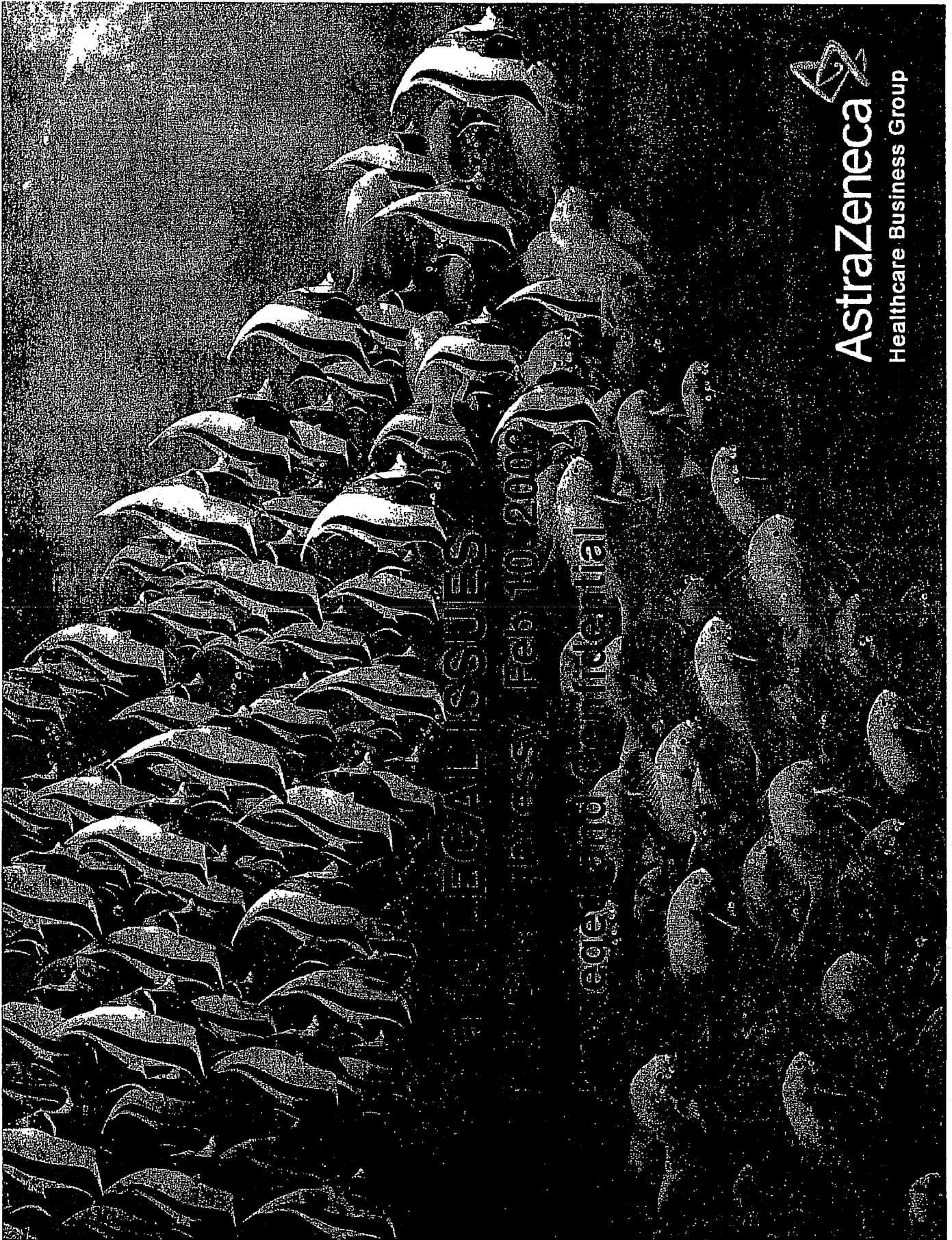
Founder Health Strategies Consultancy, a DC firm serving pharmaceutical, biotech and medical device companies on broad health policy issues including coverage and reimbursement strategies and tactics. Dan served in the Clinton White House as deputy director of OMB and was the chief health policy expert with the agency. Prior to that he was a Senior VP at Lewin & Associates. Dan is a graduate of the Kennedy School at Harvard and is an adjunct professor at Duke University.

#### Robert E. Wren

Former Director of the Office of Coverage and Eligibility Policy, Health Care Financing Administration. His distinguished career with HCFA and his knowledge of Medicare/Medicaid policy, technology assessment, organ transplantation, coding and legislative initiatives complements SMT's technology assessment programs, reimbursement and pricing strategic services, and public policy issues.

#### George Whitelaw

Founder of SMT, Inc., a NJ-based consultancy focusing on strategic pharmaceutical marketing, including direct negotiations with CMS and its fiscal intermediaries and carriers. Prior to founding SMT, George headed Lilly's and Schering Plough's state government affairs groups and headed up reimbursement planning for SP. George holds a BS in Pharmacy from St. John's University.



  
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LEGAL ISSUES

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# **CMS and LEGAL ISSUES**

## **OIG Focus on Pharmaceuticals**

### **➤ Drug Reimbursement**

- Medicare coverage of prescription drugs
- Drug prices paid by Medicare versus other sources
- Medicare payments for clinical trials

### **➤ Medicaid Managed Care**

- Pharmacy benefit managers
- Cost containment of Medicaid mental health drugs



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# **CMS and LEGAL ISSUES**

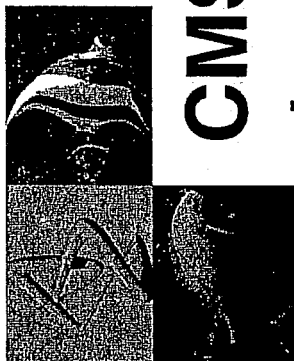
## **OIG Focus on Pharmaceuticals**

### **➤ Other Medicaid Services**

- AWP reported to Medicaid
- Medicaid outpatient prescription drug pricing
- Medicaid drug rebate program
- Medicaid rebates for physician-administered drugs
- Collection of Medicaid drug rebates







# **CMS and LEGAL ISSUES**

## **Lessons from OIG -- Things to Avoid**

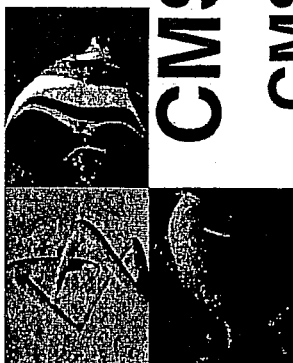
### **➤ Discussions and analysis involving:**

- Price Setting -- AWP
- Marketing the AWP spread
- Return to Practice

### **➤ Manipulation of Best Price and AMP**

- Structuring to comply and not trigger negative financial effects – OK
- Structuring to Hide – Not OK





# CMS and LEGAL ISSUES

## CMS and Together RX

- Each member company must choose for itself, on an individual basis, and without consultation with any other member company, whether or not to participate in the various government programs
- Do not discuss with other Together Rx representatives, what your company or any other company should, might, or will do in response to any government program proposal.





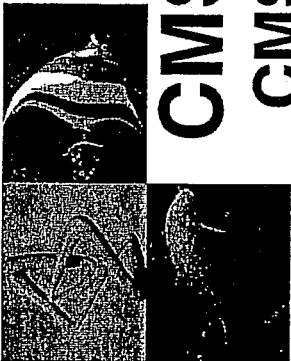


# **CMS and LEGAL ISSUES**

## **CMS and Together Rx**

- Together Rx can meet with government to ask assistance in identifying eligible seniors and enrolling in the Together Rx program.
- Meetings should be arranged through and coordinated by Bob Perkins, Executive Director of Together Rx



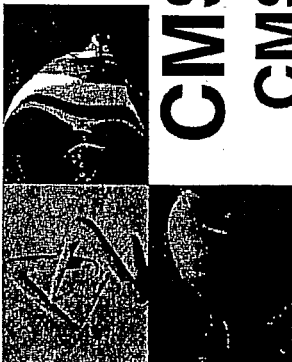


# **CMS and LEGAL ISSUES**

## **CMS and Together Rx**

- 71 Together Rx will not alter or amend its eligibility requirements or its structure to meet the parameters of a government assistance program
- 71 Together Rx will not contract with government agencies, except for the limited purpose of promoting and protecting the integrity of the Together Rx brand, and without modification to its structure





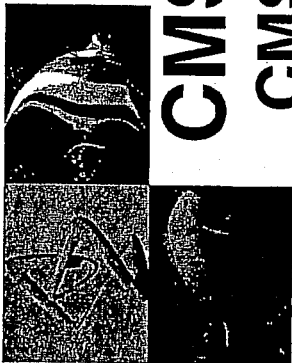
# **CMS and LEGAL ISSUES**

## **CMS and Together Rx**

- Together Rx may provide limited resources to government to identify eligible seniors and provide them with Together Rx enrollment applications
- Together Rx will not engage in any activity that would change the scope of its program in a way that gives rise to any Medicaid Best Price or Antitrust considerations



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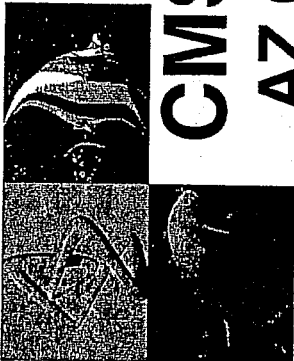


## **CMS and LEGAL ISSUES**

### **CMS and the PAP**

- AZ PAP is administered by the AZ Foundation, a not for profit organization
- All decisions about the PAP are made by the Foundation
- Commercialization of the PAP could jeopardize not for profit status, and create Best Price exposure.



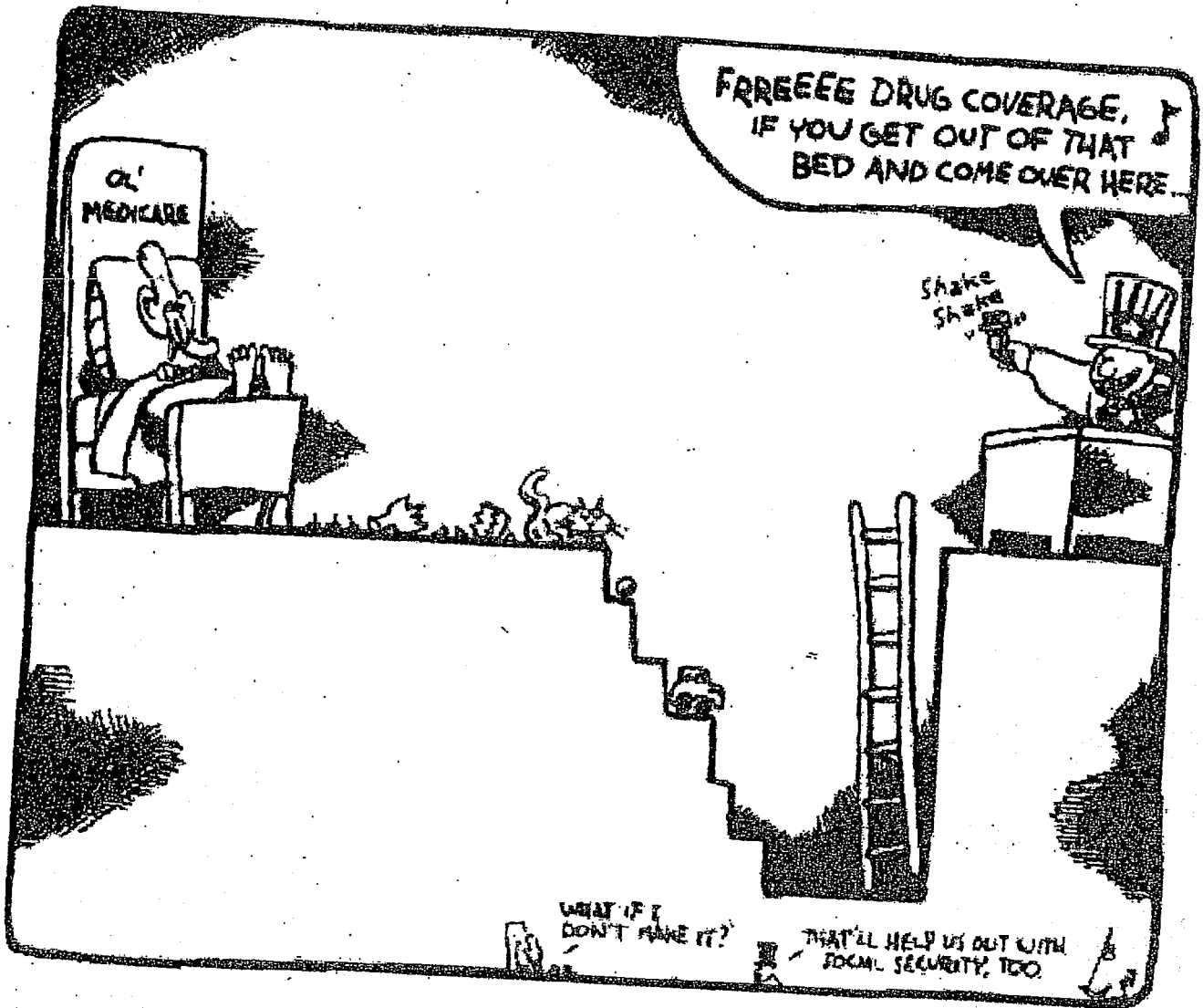


## **CMS and LEGAL ISSUES**

### **AZ Contacts with CMS**

- ↗ Lobbying for Legislation/Regulation: Federal Govt. Affairs
- ↗ Medicaid Rebate Contract issues – MCBG Medicaid Dept.
- ↗ AZ/CMS Medicare Pricing Discussions:
  - Legal;
  - Govt. Affairs;
  - CMS Consultant





**Tom Toles**  
**The Buffalo News**  
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